



WJLA-TV/DT WASHINGTON, DC

WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

Cross Roads Media
66 Canal Center Plaza,
Suite 555
Alexandria, VA 22314

Contract # 198992

Schedule Dates

10/23/12-10/29/12

Advertiser

Crossroads GPS (14764)

Agency/T-Code

Cross Roads Media (1246)/ELECTRONIC

Product

Political-Political (1088)

Brand

Est 1246 10/23-10/29 (72766)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

RAMSEY, NOELLE

Phone/Fax

/

CPE

Est 1246 10/23-10/29

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Est 1246 10/23-10/29

Date Entered

10/18/12

Last Modified

10/18/12

Entered By

Barbara Monares

CO-OP

No

Headline

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$38,865.00

Net Total

\$220,235.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2012	79	\$209,200.00
Nov. 2012	18	\$49,900.00
Grand Total:	97	\$259,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A			1	1	1	1			4	\$1,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/18/12
2.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1	1							1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/18/12
3.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA			1	1	1	1			3	\$1,800.00	\$7,200.00	WJLA Arlington (WJLA)		10/18/12
4.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	1	1							1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/18/12
5.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A			1	1	1	1			4	\$400.00	\$1,600.00	WJLA Arlington (WJLA)		10/18/12
6.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1	1							1	\$400.00	\$400.00	WJLA Arlington (WJLA)		10/18/12
7.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	7:59A- ABC-GOOD MORNING AMERICA SUN								2	2	\$900.00	\$1,800.00	WJLA Arlington (WJLA)		10/18/12
8.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	9A- LIVE!			2	2	2	2			8	\$1,400.00	\$11,200.00	WJLA Arlington (WJLA)		10/18/12
9.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	9A- LIVE!	2	2							2	\$1,400.00	\$2,800.00	WJLA Arlington (WJLA)		10/18/12

CONFIRMATION CONTRACT

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Comments:

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Brand

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Salesperson

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Buyer Name

RAMSEY, NOELLE

Phone/Fax

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CPE

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Account Types

Local/Political Issue Agency

Billing Type

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Comments

Est 1246 10/23-10/29

Date Entered 10/18/12

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Entered By Barbara Monares

CO-OP No

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Commission \$38,865.00

Net Total \$220,235.00

Sales Tax

WJLA Arlington (WJLA)		
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10.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	10A- RACHAEL RAY			1	1	1	1			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		10/18/12
11.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	10A- RACHAEL RAY		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/18/12
12.0	Normal Line / SPOT	10/23/12-10/24/12	3	:30	10:58A- ABC-THE VIEW			1	1					2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/18/12
13.0	Normal Line / SPOT	10/25/12-10/26/12	3	:30	10:58A- ABC-THE VIEW					1	1			2	\$1,800.00	\$3,600.00	WJLA Arlington (WJLA)		10/18/12
14.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	10:58A- ABC-THE VIEW		1							1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/18/12
15.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON			1	1	1	1			4	\$2,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/18/12
16.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1							1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/18/12
17.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)			1	1	1	1			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		10/18/12
18.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/18/12
19.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	12:57P- ABC-THE CHEW			1	1	1	1			4	\$1,200.00	\$4,800.00	WJLA Arlington (WJLA)		10/18/12
20.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	12:57P- ABC-THE CHEW		1							1	\$1,200.00	\$1,200.00	WJLA Arlington (WJLA)		10/18/12

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Cross Roads Media (1246)/ELECTRONIC

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Brand

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Buyer Name

RAMSEY, NOELLE

Phone/Fax

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CPE

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Entered By Barbara Monares

CO-OP No

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Order Type Normal

Package Deal

Commission % 15.00

Commission \$38,865.00

Net Total \$220,235.00

Sales Tax

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21.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	12P- NEWS-SATURDAY ABC 7 NEWS @12N								1	1	\$1,000.00	\$1,000.00	WJLA Arlington (WJLA)		10/18/12
22.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	3:58P- KATIE COURIC			1	1	1	1			4	\$1,800.00	\$7,200.00	WJLA Arlington (WJLA)		10/18/12
23.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1							1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/18/12
24.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P			1	1	1	1			4	\$1,900.00	\$7,600.00	WJLA Arlington (WJLA)		10/18/12
25.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P		1							1	\$1,900.00	\$1,900.00	WJLA Arlington (WJLA)		10/18/12
26.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P			1	1	1	1			4	\$2,800.00	\$11,200.00	WJLA Arlington (WJLA)		10/18/12
27.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P		1							1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		10/18/12
28.0	Normal Line / SPOT	10/23/12-10/26/12	2	:30	6:57P- 7P (EST)			1	1	1	1			4	\$8,000.00	\$32,000.00	WJLA Arlington (WJLA)	WORLD NEWS AOJ	10/18/12
29.0	Normal Line / SPOT	10/29/12-10/29/12	2	:30	6:57P- 7P (EST)		1							1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)	WORLD NEWS AOJ	10/18/12
30.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/18/12
31.0	Normal Line / SPOT	10/24/12-10/26/12	3	:30	6:58P- WHEEL OF FORTUNE			1	1	1	1			3	\$7,000.00	\$21,000.00	WJLA Arlington (WJLA)		10/18/12

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Cross Roads Media (1246)/ELECTRONIC

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Political-Political (1088)

Brand

Est 1246 10/23-10/29 (72766)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

RAMSEY, NOELLE

Phone/Fax

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CPE

Est 1246 10/23-10/29

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Est 1246 10/23-10/29

Date Entered 10/18/12

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Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$38,865.00

Net Total \$220,235.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Oct. 2012 79 \$209,200.00

Nov. 2012 18 \$49,900.00

Grand Total: 97 \$259,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
32.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	6:58P- WHEEL OF FORTUNE	1								1	\$7,000.00	\$7,000.00	WJLA Arlington (WJLA)		10/18/12
33.0	Normal Line / SPOT	10/23/12-10/25/12	3	:30	7:27P- JEOPARDY			1	1	1				3	\$8,000.00	\$24,000.00	WJLA Arlington (WJLA)		10/18/12
34.0	Normal Line / SPOT	10/26/12-10/26/12	3	:30	7:27P- JEOPARDY						1			1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/18/12
35.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	7:27P- JEOPARDY									1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/18/12
36.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/18/12
37.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	7:29P- JEOPARDY WEEKEND							1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/18/12
38.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	20538- NEWS-ABC 7 NEWS @ 11P			1	1	1	1			4	\$4,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/18/12
39.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	20538- NEWS-ABC 7 NEWS @ 11P									1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/18/12
40.0	Normal Line / SPOT	10/23/12-10/26/12	3	:30	49886- ABC-ABC NIGHTLINE			1	1	1	1			4	\$3,000.00	\$12,000.00	WJLA Arlington (WJLA)		10/18/12
41.0	Normal Line / SPOT	10/29/12-10/29/12	3	:30	49886- ABC-ABC NIGHTLINE									1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/18/12
42.0	Normal Line / SPOT	10/27/12-10/27/12	3	:30	11:30P- NEWS-ABC 7 NEWS @ 11P							1		1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/18/12

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Product Political-Political (1088)
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Salesperson Monares, Barbara (1108)
Sales Office WJLA - Core Team
Buyer Name RAMSEY, NOELLE
Phone/Fax /
CPE Est 1246 10/23-10/29
Account Types Local/Political Issue Agency
Billing Type Standard
Comments Est 1246 10/23-10/29

Date Entered 10/18/12
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Entered By Barbara Monares
CO-OP No
Headline #
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Order Type Normal
Package Deal
Commission % 15.00
Commission \$38,865.00
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Sales Tax

WJLA Arlington (WJLA)

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43.0	Normal Line / SPOT	10/28/12-10/28/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/18/12

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